

was provided by a strategic investor who had participated in the first round of seed financing.

In another example, spinout company A 145 is a simulation learning company. Holding company 140 developed simulation learning intellectual property for addressing the needs of a client company in a certain market segment. The initial addressable market segment of the client company was the aerospace industry. Holding company 140 then created a new business, i.e., spinout company A 145, utilizing the simulation learning IP, to provide a simulated job learning environment for any type of corporation. Spinout company A 145 is a 100% subsidiary of holding company 140. Holding company 140 will spin out the new business as a separate operating company and assume a stake in equity, as part of the reward infrastructure.

What is claimed is:

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1. A method of generating a new enterprise comprising the steps of:
forming a holding company comprising of previously existing enterprises;
developing intellectual property(IP) assets within said existing enterprises;
5 depositing said IP assets in a common database owned by said holding company;
developing new products and market opportunities for at least one of said
developed IP assets within at least one of said existing enterprises;
deciding whether to form said new enterprise based on said developed new
products and market opportunities for said at least one of IP assets;
10 after the decision is made to form said new enterprise securing financing for the
formation of said new enterprise;
providing management resources for managing said new enterprise; and
executing the formation of said new enterprise.
- 15 2. The method of claim 1 further comprising acquiring intellectual property assets
from companies other than the holding company for developing new products and market
opportunities.
3. The method of claim 1 wherein said holding company further comprises financial
20 asset companies and wherein said financial asset companies provide the financing for the
formation of said new enterprise.
4. The method of claim 3 wherein said financial asset companies comprise banking
institutions, venture capital firms, financial investment companies and private investors.
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5. The method of claim 1 wherein said holding company further comprises a
management team and wherein said management team provides said management
resources for said new enterprise.
- 30 6. The method of claim 5 wherein said management team comprises management
consulting resources.

7. The method of claim 5 wherein said management team comprises legal resources.
8. The method of claim 5 wherein said management team comprises patent
5 protection resources.
9. The method of claim 5 wherein said management team comprises start-up
company management resources.
10. The method of claim 1 wherein said existing enterprises comprise at least one of
10 agricultural companies, mining, construction, manufacturing, transportation,
communications, utilities, retail trade, wholesale trade, banking institutions, financial
service companies, business services, management consulting, information technology
services, law firms, educational institutions, health organizations and government
15 organizations.
11. The method of claim 1 wherein said step of deciding whether to form a new
enterprise comprises:
evaluating the ability of said new enterprise to generate \$500 million annual
20 revenues within a period of ten years;
evaluating the ability of said new enterprise to generate \$ one billion market
capitalization within a period of ten years; and
evaluating the ability of said new enterprise to generate positive cash flow.
- 25 12. The method of claim 1 further comprising establishing cooperative agreements
between said holding company and product-to-market channel partners.
13. The method of claim 12 wherein said product-to-market channel partners
comprise at least one of international and national operating corporations.

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14. The method of claim 1 generating more than one new enterprise on a repeatable basis.
15. The method of claim 14 wherein said existing enterprises and said new enterprises
5 agree to cooperation arrangements regarding said IP assets contained in said common database as well as access to IP assets developed in the future.
16. The method of claim 1 further comprising establishing relationships between said holding company and academic institutions wherein said holding company provides
10 training opportunities to students of said academic institutions.
17. The method of claim 16 wherein said academic institutions grant academic degrees to employees and trainees of said holding company for scientific, business and technical development work performed in said holding company.
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18. The method of claim 1 further comprising utilizing a reward system for reinforcing developing of intellectual property assets by personnel and enterprises of said holding company.
- 20 19. The method of claim 1 further comprising establishing financing arrangements for said new enterprise between said holding company and financial asset companies.
20. A business system generating a new enterprise, the system comprising:
a holding company comprising of existing enterprises;
25 intellectual property(IP) assets developed within said existing enterprises;
an IP database contained within said holding company for depositing said IP assets;
new product and new market development teams for developing new products and market opportunities for at least one of said developed IP assets within at least one of
30 said existing enterprises;
financial assets for financing the formation of said new enterprise; and

management resources for managing said new enterprise.

21. The business system of claim 20 further comprising a network system connecting said existing enterprises, holding company, IP database, financial assets new product development team, new market development team, management team and said new enterprise.

22. The business system of claim 20 further comprising intellectual property assets acquired from companies other than the holding company for developing new products and market opportunities.

23. The business system of claim 20 wherein said holding company further comprises financial asset companies and wherein said financial asset companies provide said financial assets for financing the formation of said new enterprise.

24. The business system of claim 23 wherein said financial asset companies comprise banking institutions, venture capital firms, financial investment companies and private investors.

25. The business system of claim 20 wherein said holding company comprises a management team and wherein said management team provides said management resources for said new enterprise.

26. The business system of claim 25 wherein said management team comprises management consulting resources.

27. The business system of claim 25 wherein said management team comprises legal resources.

28. The business system of claim 25 wherein said management team comprises patent protection resources.

29. The business system of claim 25 wherein said management team comprises start-up company management resources.

5 30. The business system of claim 20 wherein said existing enterprises comprise at least one of agricultural companies, mining, construction, manufacturing, transportation, communications, utilities, retail trade, wholesale trade, banking institutions, financial service companies, business services, management consulting, information technology services, law firms, educational institutions, health organizations and government
10 organizations.

31. The business system of claim 20 further comprising cooperative agreements between said holding company and product-to-market channel partners.

15 32. The business system of claim 31 wherein said product-to-market channel partners comprise international and national operating corporations.

33. The business system of claim 20 generating more than one new enterprise on a repeatable basis.
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34. The business system of claim 33 wherein said existing enterprises and said new enterprises agree to cooperation arrangements regarding said IP assets contained in said common database.

25 35. The business system of claim 20 further comprising relationships between said holding company and academic institutions wherein said holding company provides training opportunities to students of said academic institutions.

30 36. The business system of claim 35 wherein said academic institutions grant academic degrees to employees and trainees of said holding company for scientific, business and technical development work performed in said holding company.

37. The business system of claim 20 further comprising a reward system for reinforcing developing of intellectual property assets by personnel and enterprises of said holding company.

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38. The business system of claim 20 further comprising financing arrangements between said holding company and financial asset companies for financing said new enterprise.

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